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PTO/SB/05 (1/98)

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 1142

First Inventor or Application Identifier Keith Rose

Title METHOD AND APPARATUS FOR RECEIVING A SUBSCRIPTION FOR A SECURITY

Express Mail Label No. EL528759378US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. * Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original, and a duplicate for fee processing)2. Specification [Total Pages 16]
- Descriptive title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure3. Drawing(s) (35 U.S.C. 113) [Total Sheets 2]

4. Oath or Declaration [Total Pages 4]

a. Newly executed (original or copy)
b. Copy from a prior application (37 C.F.R. § 1.63(d))
(for continuation/divisional with Box 17 completed)

[Note Box 5 below]

i. DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).5. Incorporation By Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a
copy of the oath or declaration is supplied under Box 4b, is
considered to be part of the disclosure of the accompanying
application and is hereby incorporated by reference therein.ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

6. Microfiche Computer Program (Appendix)

7. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)

- Computer Readable Copy
- Paper Copy (identical to computer copy)
- Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

8. Assignment Papers (cover sheet & documents)

9. 37 C.F.R. §3.73(b) Statement
(when there is an assignee) Power of Attorney

10. English Translation Document (if applicable)

11. Information Disclosure Statement (IDS)/PTO-1449 Copies of IDS Citations

12. Preliminary Amendment

13. Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)

14. * Small Entity Statement(s) Statement filed in prior application,
(PTO/SB/09-12) Status still proper and desired

15. Certified Copy of Priority Document(s)
(if foreign priority is claimed)

16. Other:

* A new statement is required to be entitled to pay small entity fees, except
where one has been filed in a prior application and is being relied upon.

17. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment:

 Continuation Divisional Continuation-in-part (CIP)

of prior application No: _____

Prior application information: Examiner _____ Group / Art Unit. _____

18. CORRESPONDENCE ADDRESS

Customer Number or Bar Code Label
(Insert Customer No. or Attach bar code label here) or Correspondence address below

Name	Charles E. Gotlieb Law Offices of Charles E. Gotlieb				
Address	540 University Avenue Suite 300				
City	Palo Alto	State	CA	Zip Code	94301
Country	US	Telephone	650-328-0100		650-328-2844

Name (Print/Type)	Charles E. Gotlieb	Registration No. (Attorney/Agent)	38,164
Signature	Charles E. Gotlieb		
	Date February 11, 2000		

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METHOD AND APPARATUS FOR RECEIVING A SUBSCRIPTION FOR A

SECURITY

Attorney Docket Number

1142

5

Express Mail Label Number

EL528759378US

Inventors

Keith Rose

Karin Riley

10

Coreen Kaplan

Field of the Invention

The present invention is related to computer software, and more specifically to computer software for investing using the Internet.

15

Background of the Invention

Mutual funds allow investors to invest in a basket of two or more securities that are managed by the mutual fund manager. The securities in the mutual fund may be selected by the manager using the manager's skill, or may be selected 20 using a fixed criteria, such as the conventional S&P 500 index. When a mutual fund is operating, its share price may fluctuate with the value of the securities in the fund.

Before a mutual fund begins operating, investors may be allowed to subscribe to the fund. To subscribe to the fund, an investor commits a certain amount of money to the fund or commits to buying a certain number of shares in the fund in advance of its operation. The period during which such commitments are allowed is known as the subscription period. When the fund begins operating at the end of the subscription period, the investor purchases shares of the fund at its opening price.

When a broker is used to subscribe to a mutual fund, the broker informs the fund manager, usually prior to the operation of the fund, how many investors have subscribed to the fund and how much money they have committed. If the opening share price is fixed in advance, the broker may inform the fund manager of the number of shares to which investors have subscribed in place of the amount of money committed.

Conventional brokers have salespeople who solicit such subscriptions to their investors, using conventional methods such as placing telephone calls or mailing direct mail materials. Investors subscribe over the telephone, or by using a reply card received with the direct mail materials or in person at the broker's office. However,

the cost of such solicitations is relatively high because the response rate of such a solicitation is relatively low.

The cost of a mailing may be less than the cost of a telephone solicitation, however because the potential

5 investor must take the time and effort to respond, the response rate may be far lower than the response rate of a telephone solicitation, making both forms of solicitation prohibitively expensive. Such costs can drive up the costs of subscriptions, which can limit the availability of new

10 funds.

Many investors use online brokerage services. An online brokerage service may allow an investor to subscribe to a mutual fund before its operation by filling in one or more online forms using a browser on a personal computer

15 coupled to the Internet. The information is returned to the online brokerage using conventional CGI techniques.

However, investors using online brokerage services may not have a relationship with a specific broker, and so a telephone call informing the investor of a new subscription

20 to a mutual fund may not be welcome. Because many investors of an online brokerage service prefer little intrusion from the service, receiving mass mailings announcing subscription offerings may also be unwanted.

As a result, online brokerages may simply include the subscription with the other funds they sell. Because of the large number of funds that may be offered to investors using an online brokerage, a subscription offering may get 5 lost among the dozens or even hundreds of funds the online brokerage offers to its customers. Identifying a subscription offering using an online brokerage can require the user to locate the subscription offering manually by sifting through a number of web pages describing mutual 10 funds. To find a fund among such a wealth of information, the user has to go looking for the subscription, having heard about through another source such as an advertisement, or simply be lucky enough stumble upon 15 information about the subscription, for example while browsing information about similar funds. Because of the time and effort and luck involved in locating subscription offerings using an online broker, subscription offerings using online brokers have had limited success.

What is needed is a method and apparatus that can 20 inform an investor who uses an online brokerage of a subscription offering in a cost effective, minimally intrusive manner without requiring the investor to manually search for the subscription offering on the online

brokerage's web site, and can allow the investor to subscribe to the mutual fund with a minimum of effort.

Summary of Invention

A method and apparatus places a notice of the
5 subscription offering for a mutual fund on the home page of a web site. The notice may include a link that is capable of directing the user of the web site to a page on which the user may subscribe to the mutual fund. A summary of
10 the amount of the user's subscription is recorded and transmitted to the mutual fund management along with similar information from other users of the web site.

Because the notice is provided on a home page of a web site, users using that home page are likely to see it, yet the method and apparatus is far less intrusive than a
15 telephone call or direct mailing. Because following the link will take the user to a form which can be used to subscribe to the fund with a minimum of effort, users may be more likely to subscribe to the fund than if they had received a mailing. Because the cost of implementing such
20 a notice is very low, a wide variety of new funds may be made available that could not have been offered before.

Brief Description of the Drawings

Figure 1 is a block schematic diagram of a conventional computer system.

Figure 2 is a flowchart illustrating a method of 5 receiving a subscription to a mutual fund according to one embodiment of the present invention.

Detailed Description of a Preferred Embodiment

The present invention may be implemented as computer software on a conventional computer system. Referring now 10 to Figure 1, a conventional computer system 150 for practicing the present invention is shown. Processor 160 retrieves and executes software instructions stored in storage 162 such as memory, which may be Random Access Memory (RAM) and may control other components to perform 15 the present invention. Storage 162 may be used to store program instructions or data or both. Storage 164, such as a computer disk drive or other nonvolatile storage, may provide storage of data or program instructions. In one embodiment, storage 164 provides longer term storage of 20 instructions and data, with storage 162 providing storage for data or instructions that may only be required for a shorter time than that of storage 164. Input device 166 such as a computer keyboard or mouse or both allows user

input to the system **150**. Output **168**, such as a display or printer, allows the system to provide information such as instructions, data or other information to the user of the system **150**. Storage input device **170** such as a

5 conventional floppy disk drive or CD-ROM drive accepts via input **172** computer program products **174** such as a conventional floppy disk or CD-ROM or other nonvolatile storage media that may be used to transport computer instructions or data to the system **150**. Computer program
10 product **174** has encoded thereon computer readable program code devices **176**, such as magnetic charges in the case of a floppy disk or optical encodings in the case of a CD-ROM which are encoded as program instructions, data or both to configure the computer system **150** to operate as described
15 below.

In one embodiment, each computer system **150** is a conventional Sun Microsystems Ultra 10 workstation running the Solaris operating system commercially available from Sun Microsystems of Mountain View, California, a Pentium-
20 compatible personal computer system such as are available from Dell computer Corporation of Round Rock, Texas running the Windows (95, 98 or NT) operating system commercially available from Microsoft Corporation of Redmond Washington or a Macintosh computer system running the MacOS

commercially available from Apple Computer Corporation of Cupertino, California and the Netscape browser commercially available from Netscape Computer Corporation of Mountain View, California although other systems may be used.

5 Referring now to Figure 2, a method for receiving a subscription to a mutual fund is shown according to one embodiment of the present invention.

A home page is requested and provided 210 to the user via the Internet. A home page is a web page that a user 10 will receive if the user types the domain name of the website without specifying a particular page or filename. For example, the address "http://www.schwab.com" will return the home page of Charles Schwab & Co., Inc., and therefore that page is a home page. The address 15 "http://www.schwab.com/SchwabNOW/navigation/mainFrameSet/0, 4528,778,00.html" would not be a home page unless the server that receives the request for a page at "http://www.schwab.com" is set up to return it as a default. The fact that a home page has a filename, such as 20 index.htm or the like, does not mean it is not a home page, even though it may be accessed using the address "http://www.schwab.com/index.htm", because the use of the filename in the address is not necessary.

The home page provided in step 210 contains a notice of a subscription offering for a mutual fund or other security and a link, such as an HTML link, that the user can follow to reach a web page containing a form or other 5 capability allowing the user to subscribe to the mutual fund before the fund is in operation. The link contains a reference to a web page, although the page to which the link refers need not be a page with which a user may subscribe to the fund.

10 In one embodiment, the notice contains the link. The link may be in text form, or it may be a banner similar to a conventional banner. The banner may be animated, scrolling or the like.

A request for the web page to which the link is 15 pointing is received 212. The web page to which the link is pointing may or may not contain a form that allows the user to participate in the subscription offered in step 210, but if it is not, the page will contain a link that ultimately may be followed, for example, via one or more 20 additional links, to such a page. A page containing a form or another type of page allowing the user to participate in the subscription offered in step 210 is provided 214 for display by a browser that may request subscription

information and subscription information is received 216 using conventional CGI techniques. The subscription information may include a number of shares or a dollar amount the user wishes to pledge. Although the web page 5 may contain form fields allowing the user to specify a number of shares, there may be buttons on the page, each specifying a different dollar amount, allowing the user to subscribe using a single click.

A number of users who have subscribed to the fund is 10 incremented 218 and the dollar amount pledged is added to a total 220 maintained by the operator of the web site or the brokerage or other entity. Steps 218 and 220 record the cumulative total number of investors in the fund and the amount to be invested for multiple different users of the 15 web site. Any of steps 216, 218 or 220 may include logging some or all of the subscription information along with an account number of the user and a date or date and time.

If the subscription period has ended 222, the number of subscribers in the fund or the cumulative dollar amount 20 or both are provided 224 to the fund management. If the subscription period has not ended 222, the method continues at step 210 for the same user or for another user.

In an alternate embodiment of the present invention, step **216** may include logging the subscription information from the user, and steps **218** and **220** may follow the yes branch of step **222** using the logged information. This 5 allows the information to be logged as it is received, but cumulated after the subscription period ends.

An apparatus may be used that implements the above steps. A home page provider may implement step **210** and a web page request receiver may implement step **212**. A form 10 provider implements step **214** and a subscription information receiver implements step **216**. A subscriber incrementer implements step **218** and a dollar amount cumulator implements step **220**. An information provider implements step **222** and the apparatus that implements any of steps **216** 15 - **224** may implement step **222**. Connections are provided between all of these elements, or only some of them as required by the information flow. An apparatus input/output may be coupled to the Internet at one end and coupled to the home page provider, form provider, and 20 subscription information receiver. An apparatus output may be coupled to the information provider, and an output device such as a printer or a tape drive or to the Internet to communicate with the management of the fund.

What is claimed is:

1. A method of receiving a subscription to a mutual fund, the method comprising:

receiving a request for a home page;

providing the home page comprising a notice of a

5 subscription offering and a link to a web page;

receiving a request for the web page;

providing web page information allowing a user to subscribe to the mutual fund responsive to the receiving 10 the request for the web page; and

receiving an indication of an amount of money to be invested in the mutual fund.

2. The method of claim 1, wherein the method additionally comprises communicating a total amount of money to be invested in the mutual fund responsive to the amount of money received.

3. The method of claim 1 wherein all of the steps are performed via the Internet.

4. The method of claim 1 wherein the web page comprises the web page information.

5. The method of claim 1 wherein the web page comprises a link that may be followed to an additional web page comprising the web page information.

6. The method of claim 1, wherein the steps of claim 1 are performed for each of a plurality of users and the method additionally comprises the steps of:

5 accumulating the amounts of money from each of the plurality of users; and

providing to a mutual fund management the amounts of money accumulated.

7. The method of claim 1, wherein the notice comprises a banner.

8. The method of claim 7 wherein the banner comprises one selected from a scrolling banner and an animated banner.

9. A computer program product comprising a computer useable medium having computer readable program code embodied therein for receiving a subscription to a mutual fund, the computer program product comprising:

5 computer readable program code devices configured to cause a computer to receive a request for a home page;

computer readable program code devices configured to cause a computer to provide the home page comprising a notice of a subscription offering and a link to a web page;

10 computer readable program code devices configured to cause a computer to receive a request for the web page;

computer readable program code devices configured to cause a computer to provide web page information allowing a user to subscribe to the mutual fund responsive to the 15 receiving the request for the web page; and

computer readable program code devices configured to cause a computer to receive an indication of an amount of money to be invested in the mutual fund.

10. The computer program product of claim 9, wherein the computer program product additionally comprises computer readable program code devices configured to cause a computer to communicate a total amount of money to be 5 invested in the mutual fund responsive to the amount of money received.

11. The computer program product of claim 9 wherein all of the computer readable program code devices use the Internet.

12. The computer program product of claim 9 wherein the web page comprises the web page information.

13. The computer program product of claim 9 wherein the web page comprises a link that may be followed to an additional web page comprising the web page information.

14. The computer program product of claim 9, wherein the computer readable program code devices of claim 9 are performed for each of a plurality of users and the computer program product additionally comprises:

5 computer readable program code devices configured to cause a computer to accumulate the amounts of money from each of the plurality of users; and

computer readable program code devices configured to cause a computer to provide to a mutual fund management the 10 amounts of money accumulated.

15. The computer program product of claim 9, wherein the notice comprises a banner.

16. The computer program product of claim 15 wherein the banner comprises one selected from a scrolling banner and an animated banner.

Abstract of the Disclosure

A method and apparatus provides on a home page of a web site information about a mutual fund subscription and a link which may be followed to a web page which may be used
5 to subscribe to the fund online.

E-mail sent via the Internet is not secure. Please do not send confidential information.

150 ↘

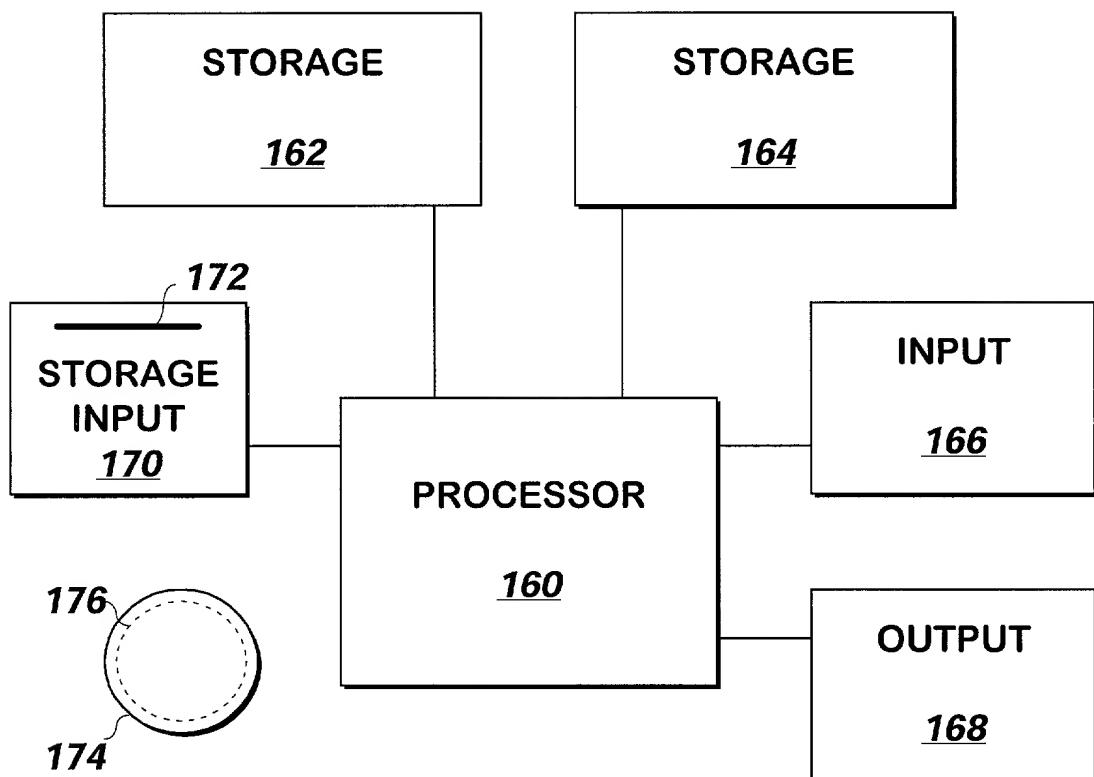


FIG. 1
(PRIOR ART)

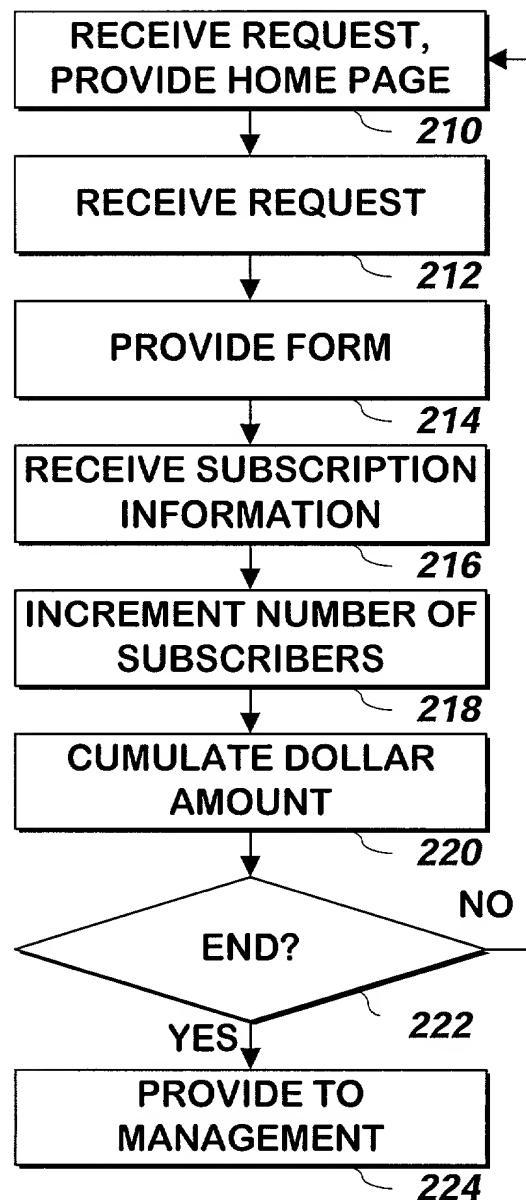


FIG. 2

Type a plus sign (+) inside this box ->

0010/PTO Rev 6/95	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket Number	1142
		First Named Inventor	Keith Rose
COMPLETE IF KNOWN			
		Application Number	
		Filing Date	2/11/2000
		Group Art Unit	
		Examiner Name	

DECLARATION

Declaration Submitted OR Declaration Submitted after Initial Filing

As a below named Inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD AND APPARATUS FOR RECEIVING A SUBSCRIPTION FOR A SECURITY

the specification of which

(Title of the Invention)

is attached hereto

OR

was filed on MM/DD/YYYY

as United States Application Number or PCT International

Application Number and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations, 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 (a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application for which priority is claimed

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Copy Attached? Yes <input type="checkbox"/> No <input type="checkbox"/>
			<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	Additional provisional application numbers are listed on a supplemental priority sheet attached hereto
		<input type="checkbox"/>

DECLARATION

Page 2

I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code § 112. I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application Number	PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

Additional U.S. or PCT international application numbers are listed on a supplemental priority sheet attached hereto.

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Firm Name Law Offices of Charles E. Gotlieb **Payor Number** 526-59-8207
(if applicable)

Name	Registration Number	Name	Registration Number
Charles E. Gotlieb	38,164		

Additional attorney(s) and/or agent(s) named on a supplemental sheet attached hereto.

Please direct all correspondence to. **Name** Charles E. Gotlieb

Address 540 University Avenue

Address Suite 300

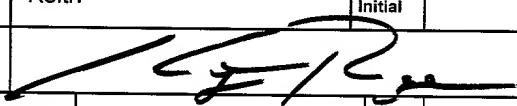
City Palo Alto **State** CA **ZIP** 94301

Country US **Telephone** 650-328-0100 650-328-2844

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor: A petition has been filed for this unsigned inventor

Given Name	Keith	Middle Initial		Family Name	Rose	Suffix	
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Inventor's Signature		Date	2/3/00
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RESIDENCE: City Danville State CA Country US Citizenship US

POST OFFICE ADDRESS 151 Alta Vista Way

City	Danville	State	CA	Zip	94506	Country	US	Applicant Authority	
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Additional inventors are being named on supplemental sheet(s) attached hereto

DECLARATION**ADDITIONAL INVENTOR(S)**
Supplemental Sheet

Name of Additional Joint Inventor, If any:

A petition has been filed for this unsigned inventor

Given Name	Karin	Middle Initial		Family Name	Riley	Suffix	
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Inventor's Signature	<i>Karin K. Riley</i>					Date	
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RESIDENCE: City	San Carlos	State	CA	Country	US	Citizenship	US
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POST OFFICE ADDRESS 146 Pearl Avenue

City	San Carlos	State	CA	Zip	94070	Country	US	Applicant Authority	
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Name of Additional Joint Inventor, If any:

A petition has been filed for this unsigned inventor

Given Name	Coreen	Middle Initial		Family Name	Kaplan	Suffix	
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Inventor's Signature	<i>Coreen Kaplan</i>					Date	
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RESIDENCE: City	San Francisco	State	CA	Country	US	Citizenship	US
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POST OFFICE ADDRESS 3471 19th Street

City	San Francisco	State	CA	Zip	94110	Country	US	Applicant Authority	
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Name of Additional Joint Inventor, If any:

A petition has been filed for this unsigned inventor

Given Name		Middle Initial		Family Name		Suffix	
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Inventor's Signature						Date	
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RESIDENCE: City		State		Country		Citizenship	
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POST OFFICE ADDRESS

City		State		Zip		Country		Applicant Authority	
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Name of Additional Joint Inventor, If any:

A petition has been filed for this unsigned inventor

Given Name		Middle Initial		Family Name		Suffix	
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Inventor's Signature						Date	
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RESIDENCE: City		State		Country		Citizenship	
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POST OFFICE ADDRESS

City		State		Zip		Country		Applicant Authority	
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<input type="checkbox"/>	Additional inventors are being named on supplemental sheet(s) attached hereto
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**DECLARATION****ATTORNEY and/or AGENT INFORMATION
(Supplemental Sheet)**

Name	Registration Number	Name	Registration Number
Brian Keating	39,520		